



THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Thomas Mark Levergood et al.
Appl. No.: 09/548,235
Filed: April 12, 2000
Title: WEB ADVERTISING METHOD
Art Unit: 2155
Examiner: P. Winder
Docket No.: 113948-026

Commissioner for Patents
Washington, DC 20231

#17/C
LDT
RECEIVED 1-15-03
JAN 09 2003 entered
Technology Center 2100

RESPONSE TO NOTICE OF INCOMPLETE RESPONSE

Sir:

In response to the Office Action dated December 2, 2002, please amend the above-identified patent application as follows:

In the Specification:

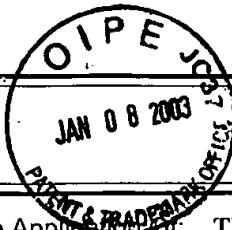
Please insert the following paragraph at line 21 of page 7:

c' In an embodiment of the invention, information such as the access history may be used to charge for advertising. For example, advertising charges could be based on link traversals from an advertising page to a product page or based on purchases or transactions resulting from a path including an advertisement.

REMARKS

The present amendment and remarks are in response to the communication from the Patent Office mailed on December 2, 2002. According to the Examiner, Applicant's amendment filed August 22, 2002 was not fully responsive to the previous Office Action because a marked up copy of the amended specification was not included in Applicant's amendment.

Applicant requested that the following paragraph be added at line 21 of page 7 of the original specification:



1A4 2155

TRANSMITTAL LETTER
(General - Patent Pending)Docket No.
113948-026

In Re Application Of: Thomas Mark Levergood et al.

Serial No.
09/548,235Filing Date
04/12/00Examiner
P. WinderGroup Art Unit
2155Title: **WEB ADVERTISING METHOD**TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is:

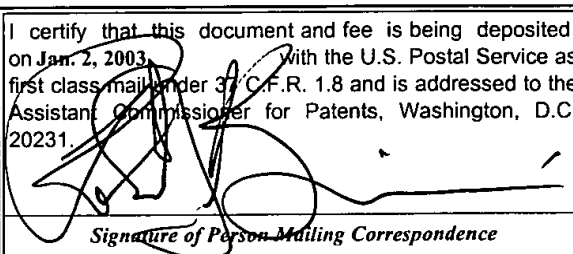
Response to Notice of Incomplete Response (4 Pages); and Return Receipt Postcard.**RECEIVED**
JAN 09 2003
Technology Center 2100

in the above identified application.

- ☒ No additional fee is required.
- ☐ A check in the amount of _____ is attached.
- ☒ The Assistant Commissioner is hereby authorized to charge and credit Deposit Account No. **02-1818** as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of _____
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.


Signature

Dated: January 2, 2003

Jeffrey H. Canfield, Esq. (38,404)
Bell, Boyd & Lloyd LLC
P.O. Box 1135
Chicago, Illinois 60690-1135
Telephone: (312) 807-4233I certify that this document and fee is being deposited
on Jan. 2, 2003, with the U.S. Postal Service as
first class mail under 37 C.F.R. 1.8 and is addressed to the
Assistant Commissioner for Patents, Washington, D.C.
20231.
Signature of Person Mailing Correspondence**Robert J. Buccieri**

Typed or Printed Name of Person Mailing Correspondence

CC: